

Marketing and Communication Committee Report

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Marketing & Communication Committee



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The World of WACS

- **WACS has developed over the last 80 years into a worldwide organization spanning all corners of the globe in over 92 countries**
- **It has matured and become a brand in its own right**
- **What does that mean to us, both as the custodians of the brand and the people responsible for managing our identity?**



Emphasising its credibility



- To ensure our credibility many things are required not least of all is the overall image we project both to our member countries and to the worldwide fraternity of culinary professionals
- To this end we need to project our image at each and every opportunity in a co-ordinated and uniform system



Working together with country members



- **Establishing the profile of WACS has great benefits for all of us. It gives credibility of belonging to an international organization for the country member and therefore the more we can promote WACS the more we will increase the profile of our own member country.**

Working together with country members



- Each of us can promote WACS in many ways




A guide to using the WACS brand

- The corporate identity of WACS and image needs not only have uniformity but protection by all of us.
- Our logos are our name and our reputation, therefore discipline in their use should be sacrosanct




Sponsorship opportunities

- Will increase our ability to go into the market with more visibility and therefore more bargaining power when it comes to gaining sponsorship.



The graphic features a central logo of a globe held by two golden figures, with a banner around it that reads "WACS WORLD ASSOCIATION OF CHEFS SOCIETIES". To the right, the text "WACS BRINGING YOUR BRAND AROUND THE WORLD" is displayed. Below the globe, a row of white chef hats is shown. At the bottom, the words "SPONSORSHIP" and "OPPORTUNITIES" are separated by a small version of the globe logo. The website "WWW.WORLDCHEFS.ORG" is at the very bottom.

WACS
BRINGING
YOUR
BRAND
AROUND
THE WORLD

SPONSORSHIP  OPPORTUNITIES

WWW.WORLDCHEFS.ORG

Trade shows and events

- Around the world there are many trade shows and events. In the new by-laws it is stated that at all recognised WACS events, a WACS stand will be and has been made available.



Trade shows and events

- This will give us the opportunity to both market and merchandise **WACS** on a regular basis to a large audience of international exhibitors, taking the opportunity to show that we are professional, global and once again recognised as the authority of all matters culinary in the international arena.



Thank You

